

Tobacco Education and Research Oversight Committee (TEROC) Agenda

Wednesday, May 22, 2002
9:30 a.m. – 5:00 p.m.

Doubletree Hotel
2001 Point West Way, Sacramento

9:30 – 9:45	Welcome and Introductions	Kirk Kleinschmidt
9:45 – 10:15	Approval of Minutes from March 4, 2002 Meeting; Correspondence; Announcements <ul style="list-style-type: none">• Update on TEROC Master Plan	Kirk Kleinschmidt
10:15 – 10:45	Budget Update – May Revision <ul style="list-style-type: none">• Cancer Registry diversion status	Bob Sands
10:45 – 10:55	BREAK	
10:55 – 11:40	Legislative update (including securitization) <ul style="list-style-type: none">• Ethnic networks informational visits	Paul Kneprath Lourdes Baézconde-Garbanati
	<u>Expected outcome:</u> <ul style="list-style-type: none">• Learn progress of tobacco-related legislation• Determine TEROC position on May Revision• Determine TEROC position on key legislation	
11:40 – 12:00	UC – Tobacco-Related Disease Research Program Report	Charles L. Gruder
	<u>Expected outcome:</u> <ul style="list-style-type: none">• Learn recent program updates• Review staff organization chart and responsibilities• Learn budget allocation by program• Learn of plans for National Tobacco Control Conference	
12:00 – 12:20	CA Department of Education Report	Meredith Rolfe
	<u>Expected outcome:</u> <ul style="list-style-type: none">• Learn recent program updates• Review staff organization chart and responsibilities• Learn budget allocation by program• Learn of plans for National Tobacco Control Conference	

12:20 – 1:25	LUNCH BREAK	
1:25 – 1:55	CA Children & Families Commission	Jane Henderson & Joe Munso
	<u>Expected outcome:</u> <ul style="list-style-type: none"> • Learn progress of state, county Proposition 10 tobacco-related programs • Hear plans for future tobacco-related programs 	
1:55 – 2:15	DHS/Tobacco Control Section (TCS) Report	Dileep G. Bal
	<u>Expected outcome:</u> <ul style="list-style-type: none"> • Learn recent program updates • Review staff organization chart and responsibilities • Learn budget allocation by program • Learn of plans for National Tobacco Control Conference 	
2:15 – 2:45	Media Campaign Update	Colleen Stevens
	<u>Expected outcome:</u> <ul style="list-style-type: none"> • Review new ads • Hear progress on creative development • Review plan for TV, radio, print for FY 2003 • Learn budget allocation by media type 	
2:45 – 3:00	BREAK	
3:00 – 4:00	Evaluation Plan overview	Jon Lloyd
	<u>Expected outcome:</u> <ul style="list-style-type: none"> • Review evaluation plans and budget, including Independent Evaluation and California Tobacco Survey(CTS) • Learn latest TCS Surveillance • Hear 1999 CA Tobacco Survey highlights 	
4:00 – 4:45	Economic Impact of Tobacco	Dorothy Rice
4:45 – 5:00	Public Questions and Comments	Kirk Kleinschmidt